



KCTV5
FEIN: 42-0410230
4500 Shawnee Mission Pkwy
Fairway, KS 66205
(913)677-5555

www.KCTV5.com
 www.kctv5.com

CONTRACT

<u>Contract / Revision</u> 498648 /		<u>Alt Order #</u> 06374810
<u>Product</u> SEN MAJORITY PAC		
<u>Contract Dates</u> 10/16/12 - 10/29/12		<u>Estimate #</u> 2093
<u>Advertiser</u> Senate Majority PAC		<u>Original Date / Revision</u> 10/15/12 / 10/17/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KCTV	<u>Account Executive</u> Dave Clark	<u>Sales Office</u> TELEREP-WAS
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 94	<u>Product Code</u> 100
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Waterfront Strategies
1010 Wisconsin Ave, NW
#800
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KCTV	10/16/12	10/29/12	1:00 PM-2:00 PM	1230-3pm		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/16/12	10/22/12	MTWTF--				2	\$500.00			
	Week:	10/23/12	10/29/12	MTWTF--				2	\$500.00			
N 2	KCTV	10/16/12	10/29/12	KCTV5 News @ 10P	10-1035pm		:30			NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/16/12	10/22/12	MTWTF--				2	\$1,200.00			
	Week:	10/23/12	10/29/12	MTWTF--				2	\$1,200.00			
N 3	KCTV	10/16/12	10/29/12	Price is Right	10-11am		:30			NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/16/12	10/22/12	MTWTF--				2	\$400.00			
	Week:	10/23/12	10/29/12	MTWTF--				2	\$400.00			
N 4	KCTV	10/16/12	10/29/12	Letterman	1035-1137pm		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/16/12	10/22/12	MTWTF--				2	\$500.00			
	Week:	10/23/12	10/29/12	MTWTF--				2	\$500.00			
N 5	KCTV	10/16/12	10/29/12	The Insider	1137pm-1207am		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/16/12	10/22/12	MTWTF--				1	\$150.00			
	Week:	10/23/12	10/29/12	MTWTF--				1	\$150.00			
N 6	KCTV	10/16/12	10/29/12	Young & Restless	11am-12n		:30			NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/16/12	10/22/12	MTWTF--				2	\$600.00			
	Week:	10/23/12	10/29/12	MTWTF--				2	\$600.00			
N 7	KCTV	10/16/12	10/29/12	Ferguson	1207x-108x		:30			NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/16/12	10/22/12	MTWTF--				1	\$75.00			
	Week:	10/23/12	10/29/12	MTWTF--				1	\$75.00			
N 8	KCTV	10/16/12	10/29/12	KCTV5 News @ Noon	12-1230pm		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/16/12	10/22/12	MTWTF--				2	\$500.00			
	Week:	10/23/12	10/29/12	MTWTF--				2	\$500.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



KCTV5
FEIN: 42-0410230
4500 Shawnee Mission Pkwy
Fairway, KS 66205
(913)677-5555

www.KCTV5.com
 www.kctv5.com

<u>Contract / Revision</u>	<u>Alt Order #</u>
498648 /	06374810

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/16/12 - 10/29/12	SEN MAJORITY PAC	2093

<u>Advertiser</u>	<u>Original Date / Revision</u>
Senate Majority PAC	10/15/12 / 10/17/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 9	KCTV	10/16/12	10/29/12	Ellen	3-4pm		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/16/12	10/22/12	MTWTF--				2	\$500.00			
		Week: 10/23/12	10/29/12	MTWTF--				2	\$500.00			
N 10	KCTV	10/16/12	10/29/12	KCTV5 News @ 4P	4-5pm		:30			NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/16/12	10/22/12	MTWTF--				2	\$600.00			
		Week: 10/23/12	10/29/12	MTWTF--				2	\$600.00			
N 11	KCTV	10/16/12	10/29/12	KCTV5 News @ 5P	5-530pm		:30			NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/16/12	10/22/12	MTWTF--				2	\$700.00			
		Week: 10/23/12	10/29/12	MTWTF--				3	\$700.00			
N 12	KCTV	10/16/12	10/29/12	KCTV5 News @ 6P	6-630pm		:30			NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/16/12	10/22/12	MTWTF--				2	\$700.00			
		Week: 10/23/12	10/29/12	MTWTF--				3	\$700.00			
N 13	KCTV	10/16/12	10/29/12	More in the Morning 6A	6-7am		:30			NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/16/12	10/22/12	MTWTF--				2	\$350.00			
		Week: 10/23/12	10/29/12	MTWTF--				2	\$350.00			
N 14	KCTV	10/16/12	10/29/12	Inside Edition	630-7pm		:30			NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/16/12	10/22/12	MTWTF--				2	\$800.00			
		Week: 10/23/12	10/29/12	MTWTF--				2	\$800.00			
N 15	KCTV	10/16/12	10/29/12	CBS Early Show	7-9am		:30			NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/16/12	10/22/12	MTWTF--				2	\$250.00			
		Week: 10/23/12	10/29/12	MTWTF--				2	\$250.00			
N 16	KCTV	10/20/12	10/27/12	KCTV5 News @ 10P Sat	10-1035pm		:30			NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-----1-				1	\$1,000.00			
		Week: 10/22/12	10/28/12	-----1-				1	\$1,000.00			
N 18	KCTV	10/20/12	10/27/12	KCTV5 News @ 6P Sat	6-630pm		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-----1-				1	\$350.00			
		Week: 10/22/12	10/28/12	-----1-				1	\$350.00			
N 19	KCTV	10/20/12	10/27/12	CBS Saturday Early Show	Sat 6-8am		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-----1-				1	\$300.00			
		Week: 10/22/12	10/28/12	-----1-				1	\$300.00			
N 20	KCTV	10/20/12	10/27/12	Inside Edition Weekend	630-7pm		:30			NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-----2-				2	\$400.00			
		Week: 10/22/12	10/28/12	-----2-				2	\$400.00			
N 21	KCTV	10/20/12	10/27/12	8:00 AM-10:00 AM	7-10am		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-----1-				1	\$350.00			
		Week: 10/22/12	10/28/12	-----1-				1	\$350.00			
N 22	KCTV	10/21/12	10/28/12	KCTV5 News @ 10P Sun	10-1030pm		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



www.KCTV5.com
www.kctv5.com

KCTV5
FEIN: 42-0410230
4500 Shawnee Mission Pkwy
Fairway, KS 66205
(913)677-5555

<u>Contract / Revision</u> 498648 /		<u>Alt Order #</u> 06374810
<u>Contract Dates</u> 10/16/12 - 10/29/12	<u>Product</u> SEN MAJORITY PAC	<u>Estimate #</u> 2093
<u>Advertiser</u> Senate Majority PAC		<u>Original Date / Revision</u> 10/15/12 / 10/17/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1				1	\$1,200.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	KCTV	10/15/12-10/21/12	KCTV5 News @ 10P Sun	10-1030pm	-----Su	:30	\$1,200.00	NM		
Credited												
Week:		10/22/12	10/28/12	-----1				1	\$1,200.00			
N 23	KCTV	10/21/12	10/28/12	KCTV5 News @ 5:30 P Sun	530-6pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1				1	\$900.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	KCTV	10/15/12-10/21/12	KCTV5 News @ 5:30 P Sun	530-6pm	-----Su	:30	\$900.00	NM		
Credited												
Week:		10/22/12	10/28/12	-----1				1	\$900.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		2	KCTV	10/22/12-10/28/12	KCTV5 News @ 5:30 P Sun	530-6pm	-----Su	:30	\$900.00	NM		
Credited												
N 24	KCTV	10/21/12	10/28/12	CBS Sunday Morning	8-930am		:30			NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1				1	\$900.00			
Week:		10/22/12	10/28/12	-----1				1	\$900.00			
N 26	KCTV	10/16/12	10/16/12	Tue 7-8pm	7-8pm		:30			NM	1	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1-----				1	\$5,500.00			
N 27	KCTV	10/16/12	10/23/12	Tue 8-9pm	8-9pm		:30			NM	1	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-1-----				1	\$5,500.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	KCTV	10/15/12-10/21/12	8:00 PM-9:00 PM	8-9pm	-Tu-----	:30	\$5,500.00	NM		
Credited												
Week:		10/22/12	10/28/12	-1-----				1	\$5,500.00			
N 28	KCTV	10/17/12	10/17/12	Wed 9-10pm	9-10pm		:30			NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--1----				1	\$4,500.00			
N 29	KCTV	10/21/12	10/21/12	Delayed 60 Minutes	630-730p		:30			NM	1	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1				1	\$8,500.00			
Totals											77	\$64,850.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	69	\$60,250.00	\$51,212.50
10/29/12 - 10/29/12	8	\$4,600.00	\$3,910.00
Totals	77	\$64,850.00	\$55,122.50

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.